

WHY EXHIBIT?

Dear Exhibitor and Sponsor,

The American Society of Echocardiography (ASE) would like to invite you to the 23rd Annual Scientific Sessions, June 30- July 3, 2012 in National Harbor, Maryland. This meeting is ASE's principle venue for educating cardiovascular ultrasound clinicians, researchers and many other healthcare providers in both the established and latest innovations in cardiovascular ultrasound. As an exhibitor partnering with ASE, you have access to the largest subspecialty society in cardiology during, as well as after the conference.

The ASE Annual Scientific Sessions attracts thousands of attendees each year and offers exhibitors a targeted audience not diluted by public attendees. Exhibitors benefit from exposure to key decision makers with buying power, including renowned experts in the field of cardiovascular imaging. Device and medical equipment suppliers, and pharmaceutical companies that provide products to cardiologists, private practices and cardiovascular ultrasound laboratories cannot afford to miss this opportunity to showcase their products, services and latest technological advances. As the field of CV Ultrasound expands, so will the ASE conference; offering exciting sessions to attract the emerging users and cross-modality platform users. Much detail was taken for ASE 2012 to include new programming to attract the expanding audience of ultrasound users, including practice management, research and multi-modality educational tracks.

Looking forward to seeing you in National Harbor, MD at ASE 2012!

Sherif F. Nagueh, MD, FASE
ASE 2012 Scientific Sessions Program Chair
Echocardiography Laboratory Medical Director
Methodist DeBakey Heart & Vascular Center;
Professor of Medicine
Weill Cornell Medical College
Houston, TX

Over 15,000 of ASE's members (cardiovascular ultrasound clinicians, researchers and other healthcare providers in both the established and latest innovations in cardiovascular ultrasound) will receive information about the upcoming conference. Exhibitors who partner with ASE will have their company's name and branding exposed to the largest subspecialty society in cardiology prior to the show.

Don't miss this opportunity to showcase your products to influential buyers and the healthcare media! Other reasons to take advantage of this offering are:

- **ASE's Scientific Sessions are cost-effective** - The tightly focused approach will provide you with a far greater return on investment in marketing than you will get at other, more generic fairs. Research shows that attendees rate exhibitions ahead of all other forms of marketing in generating new business.
- **ASE's Scientific Sessions deliver a highly personal touch** - By bringing exhibitors face-to-face with precisely targeted attendees. ASE exhibitions also offer an unparalleled opportunity to make new contacts and deepen relationships with exhibiting business partners.
- **ASE's Scientific Sessions Offer Top-Notch Education** - Over 500 exhibitors at ASE 2011 attended sessions for CME credit. World-renowned experts will be talking about the latest innovations and research at the ASE 2012 conference.
- **ASE's Scientific Sessions create communities** - Each of these meetings has a core repeat attendee group. By gathering key participants under one roof, ASE provides an up-to-the-minute snapshot of the state of play in your field and where your organization fits. A focused exhibition like this is the home of a community.
- **ASE's Scientific Sessions create virtual awareness for exhibitors** - Per ASE's Web site statistics, the ASE 2011 site attracted almost two times as many views as attendees in March-June of 2011. This site is updated regularly with exhibitor names and conference information to keep attendees fully informed, giving them a dedicated place to frequently visit.

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ASE 2012 EXHIBIT HALL

ASE is committed to encouraging continuous attendee traffic in the Exhibit & Poster Hall.

ASE Exhibit Hall is located on the 1st level, Halls B & C in the Gaylord National®, National Harbor, MD. Special arrangements and promotions to encourage traffic include:

- The highly popular ASE Headquarters booth is strategically placed on the show floor encouraging attendees to visit the Exhibit & Poster Hall. Premium booth locations for exhibitors are offered around this area.
- Moderated sessions are back! Abstract Award winners will be featured and promoted to attendees. Abstract posters are prominently located to draw attendee traffic through the exhibits.
- AM & PM coffee and lunch breaks in the Exhibit & Poster Hall. Snacks will also be available for attendees in the afternoons on the show floor.
- Business Suites located on the exhibit floor offer a private area for meetings.
- Exciting ASE Industry Symposia adjacent to the Exhibit & Poster Hall keeping attendees close to the show floor.
- Colleague Connection Lounge strategically placed on the exhibit floor. **Sponsorship Opportunity!**
- E-Mail Station located in the Exhibit & Poster Hall offers attendees a place to check email or print off boarding passes. **Sponsorship Opportunity!**
- Echo Around the World Booth to attract attendees from all over the globe to the exhibit floor. **NEW Sponsorship Opportunity!**

New in 2012

- President's Reception in Exhibit & Poster Hall on Saturday is the kick off of ASE 2012 and will drive attendee traffic to the show floor right away. This event includes complimentary beverages and hors d'oeuvres, offering an immediate opportunity for exhibitors to network with attendees.
- The ASE 2012 Welcome Reception on Sunday, the second day of exhibits, will be located close to the Exhibit & Poster Hall allowing another chance for exhibitors to interact socially with attendees.
- Farewell Reception in Exhibit & Poster Hall on Monday gives exhibitors a final chance to showcase products and services to attendees.

Audience

With an average attendance of 3,000, ASE Annual Scientific Sessions attendees are primarily clinicians – hands on cardiologists and cardiovascular sonographers who work with patients in hospitals, private clinics and University settings. Most attendees are high level medical professionals who make key purchasing decisions within their facilities, diagnose, write prescriptions and make treatment recommendations for their patients. Past exhibitors have found that this size show allows plenty of one-on-one interaction with the clinicians, creating more usable leads.

Don't forget about July 4th

The proximity of ASE 2012 to the Nation's capital and conference dates being close to the national 4th of July holiday are sure to draw new attendees. Washington D.C.'s 4th of July celebration is the United States' second largest event. Fireworks and other festivities will be enjoyed from National Harbor over the weekend attracting a large audience.